

A NECO COMPANY  
**INTERCOUNTY**  
— APPLIANCE CORPORATION —  
FOR THE DEALERS, BY THE DEALERS

## IAC Weekly News

Reach out to us with any questions or concerns you may have. We are here to help you!

Visit our website

### Advertising



The **Soak Up The Savings** campaign continues through Wednesday, April 17th. The creative for this dealer-funded campaign is listed on the IAC website as [Soak Up The Savings creative](#) and the email in your Constant Contact accounts.

And our **April Grill Month** campaign runs for the whole month! The creative for this dealer-funded campaign is listed on the IAC website as [April Grill Month creative](#) and the email is in your Constant Contact accounts.

Please let us know if you'd still like to sign up for the dealer-funded **Hello Spring! Sale** campaign.

Contact [Barbara](#) for email help or [Marketing](#) with any marketing questions. Please click [here](#) to fill out a brief marketing survey to help us better serve you!

### Merchandising

#### Delivery/Install Pricing Analysis Of Big-Box Stores

BrandSource shared their recent analysis of the Big-Box stores delivery & installation costs. The full [Delivery/Install Pricing chart](#) listed on the IAC website also includes comparison calculators for you to compare your pricing against the competition.



#### Trusted Transact Credit Card Processing

BrandSource is launching an in-house credit card processing program, Trusted Transact, that could save dealers a lot of money each month in fees. Trusted Transact offers pre-negotiated rates and removes the middleman by employing a single merchant service provider for all transaction platforms. [Click here](#) for more details on this new program.

#### Bertazzoni Cooking Rebate

Bertazzoni recently introduced range-only promotion, which allows consumers to save up to \$500 when they purchase a Bertazzoni range. Note that this rebate is limited to 17 states: Maine, Vermont, New Hampshire, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania, Maryland, Virginia, North & South Carolina, Georgia, Florida, Tennessee, & Alabama. The rebate form is available on your inventory programs.

## Vendor Updates

### Price Changes

Please see below for a list of upcoming price changes.

- **Bosch/Thermador (IR change only)** - April 1st, 2024
- **Dacor (2 models)** - April 15th, 2024
- **Dacor** - April 30th, 2024

## Dealer To Dealer Sales

Send in your products to sell Dealer to Dealer. Just email the product, price, contact person, email address and phone number to Barbara Jordan at [bjordan@intercountyappliance.com](mailto:bjordan@intercountyappliance.com)

### **RULES OF DEALER TO DEALER SALES:**

Dealers are responsible for ensuring shipping and delivery of goods.

Intercounty is not responsible for any damaged goods between dealer to dealer sales.

Intercounty will not be involved in the payment or any financial transactions for dealer to dealer sales.

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